Music appeal to wide-spectrum of the group. It is not easy to say which is not particularly appeal to minors. eg. Jazz music.

2504001806

Source: https://www.industrydocuments.ucsf.edu/docs/snbj0000

(2) The age of 25 ~~is~~ might be to difficult to achieve. eg. VSCM model. Should be about "not less than 20" and gives no more flexibility.

2504001807

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2. No promotion shall be directed towards minors. Our shall not appear on items, such as toys or dolls, minors; further, our brand names and logos shall r replicas of racing vehicles which are offered to the p which are likely to be played by minors. Where entertainment, the entertainer, and the entertainmer particular appeal to minors. Clothing bearing cigaret be in adult sizes only.

3. Where third parties use our brand name or logo o directed towards minors - for instance, school note cigarettes and the like - the Company will discontinuance. Where the third party refuses to co legal action will be taken.

4. The subject matter of our advertising shall not be appeal to minors. Celebrities who particularly appea pictured or quoted in our cigarette advertising. Mo cigarette advertising shall be - and shall appear to be - o

5. Our advertisements should not suggest that smoking is social success or to sexual attraction.

6. While our advertising must be directed towards sm convey the impression that all persons are sm advertisement pictures more than three persons, no m group shall be depicted as smokers.

7. No payment, direct or indirect, shall be made for t cigarettes or cigarette advertisements in any film produc general public.

8. No sample products shall be offered to minors. Where as to age, the sampler shall seek verification and if ther the sample shall not be offered. Sampling will not take place a places which have a particular appeal to minors.

9. Marketing by direct mail shall be directed only at adult smol premiums are offered in exchange for coupons or used packages requesting the premium must certify that he or she is not a mino

2504001810

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(3) All advertising sell a dream & aspiration, a lot of time, it would support directly or indirectly "social success" and in some cases "sexual attraction". It could be a costly exercise to review all existing cam... 2504001808

(4) most sampling take place at Target Group Meeting Point (TGMP) but most of the time, we do not have control over the type of Chantek eg. Disco, it would have a particular appeal to minors

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